

**REMARKS**

In accordance with the foregoing, claims 1, 3, 18, 27, 46, 48, 63 and 72 are amended; thus, the pending claims 1-72 remain for reconsideration, which is respectfully requested.

No new matter has been added and accordingly, entry and approval of the amended claims 1, 3, 18, 27, 46, 48, 63 and 72 are respectfully requested.

**STATUS OF THE CLAIMS:**

Claims 1-72 are pending.

Claims 1-72 are rejected.

**CLAIM AMENDMENTS:**

In accordance with the foregoing, claim 1 is amended (bolded text showing the current amendment) to recite, in part, "calculating numbers of sustain emissions of said plurality of subframes so as to make a ratio of brightnesses of said plurality of subframes [so as to] substantially [**correspond with**]equal a ratio of the specific weight values of said plurality of subframes." Support for the claim amendment can be found, for example, in FIGS. 8, 9 and 10 of the present application. Independent claims 3, 18, 27, 46, 48, 63 and 72 are similarly amended.

Furthermore, claim 18 is amended (presently amended text in bold) to recite, in part: "displaying the image on said plasma display device by optionally combining gray levels of said plurality of subframes, wherein a number of sustain emissions of each gray level are calculated...." Claim 18 had previously recited: "displaying the image on said plasma display device by optionally combining gray levels of said plurality of subframes, wherein numbers of sustain emissions of each gray level are calculated...." Support for the claim amendment can be found, for example, in FIGS. 8, 9 and 10 of the present application. Independent claims 27, 63 and 72 are similarly amended.

**ITEM 3: REJECTION OF CLAIMS 1-72 UNDER 35 U.S.C. §251 AS BEING BASED UPON NEW MATTER ADDED TO THE PATENT FOR WHICH REISSUE IS SOUGHT**

This rejection is respectfully traversed.

Accordingly, Applicants respectfully submit that the application specification supports the subject matter of claims 1-72 for the reasons discussed in the January 16, 2008 Amendment

and for the reasons discussed during the January 29, 2008 interview. Withdrawal of the claim rejection is respectfully requested.

**ITEMS 4-5: REJECTION OF CLAIMS 1-72 UNDER 35 U.S.C. § 112, FIRST PARAGRAPH AS FAILING TO COMPLY WITH THE WRITTEN DESCRIPTION REQUIREMENT**

This rejection is respectfully traversed.

Accordingly, Applicants respectfully submit that the application specification supports the subject matter of claims 1-72 for the reasons discussed in the January 16, 2008 Amendment and for the reasons discussed during the January 29, 2008 interview. Withdrawal of the claim rejection is respectfully requested.

**ITEMS 6-7: REJECTION OF CLAIMS 1-11, 18, 27, 46-56, 63 AND 72 AS BEING ANTICIPATED BY THE ALLEGED APPLICANTS ADMITTED PRIOR ART (HEREINAFTER "ALLEGED AAPA")**

This rejection is respectfully traversed.

Applicants respectfully submit that independent claims 1, 2, 3, 18, 27, 46, 47, 63 and 72 patentably distinguish over the cited reference for the reasons discussed in the January 16, 2008 Amendment and for the reasons discussed in the January 29, 2008 interview.

Dependent claims 4-11 and 48-56 are patentably distinguishing at least due to their dependence from the independent claims and/or for reciting patentably distinguishing features of their own. Withdrawal of the rejection of the pending claims and allowance of the pending claims is respectfully requested

**ITEM 8: REJECTION OF CLAIMS 1-11, 18, 27, 46-56, 63 AND 72 AS BEING ANTICIPATED BY SHINODA, U.S. PATENT NO. 5,541,618 (HEREINAFTER "SHINODA")**

This rejection is respectfully traversed.

Applicants respectfully submit that independent claims 1, 2, 3, 18, 27, 46, 47, 63 and 72 patentably distinguish over the cited reference for the reasons discussed in the January 16, 2008 Amendment and for the reasons discussed in the January 29, 2008 interview.

Dependent claims 4-11 and 48-56 are patentably distinguishing at least due to their dependence from the independent claims and/or for reciting patentably distinguishing features of their own. Withdrawal of the rejection of the pending claims and allowance of the pending claims is respectfully requested

**CONCLUSION**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

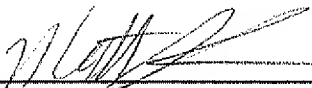
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

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